

**REMARKS**

**STATUS OF CLAIMS**

Claims 1-23 are pending.

The Examiner maintains from the previous Office Action the rejection of claims 1-23 under 35 USC 102(e) as being anticipated by Handel (US Patent No. 6,195,651).

Claims 1, 2, 22 and 23 are amended, and, thus, claims 1-23 remain pending for reconsideration, which is respectfully requested.

No new matter has been added in this Amendment. The foregoing rejection is hereby traversed.

## **CLAIM REJECTION**

In view of the Examiner interview conducted on August 3, 2004, the Applicants respectfully reply, as follows:

The present claimed invention conducts a filtering to display additional information using a parameter in a user profile, as follows. An **association** between ***the parameter of the user profile (which is a condition to display the additional information)*** and the **additional information** is **stored in an additional information database**. The independent claims 1, 2, 22 and 23, using claim 1 as an example, are amended to clarify the patentably distinguishing features of the present invention, as follows:

1. (CURRENTLY AMENDED) A product information notification method comprising:

storing, in an additional information database, **parameters of user profile information** which is a **display condition to display the additional information**, in association with associating an individual product information of a product information database with additional information classified based upon predetermined user profile information, in an additional information database;

presenting basic information for the individual product to a user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product; and

selecting and presenting to the user, from the additional information database filtering, by the acquired user profile information, the additional information database in which the display condition is stored;

selecting the additional information that meets the display condition; and

displaying the selected additional information together with the basic information of the individual product that corresponds to the acquired user profile information according to the predetermined user profile classification of the additional information of the presented individual product (emphasis added).

Support for the claim amendments can be found, for example, on page 14, line 21 to page 19, line 15, and FIG. 1 (additional info. database 3, display parameters processing 5), FIG. 4 (including description thereof on page 18, line 7 to page 19, line 15) of the present Application.

Therefore, in contrast to Handel, in the claimed present invention, "**parameters of user profile information which is a display condition to display the additional information**" is stored "in **association** with **individual product information**" (FIG. 4 of the present Application),

and the stored parameters of user profile information, which is a display condition to display the additional information, is used for ***"filtering by the acquired user profile information"*** to display the additional information. In particular, in contrast to Handel the claimed present invention discloses a system configuration in which ***an additional information database*** that stores ***parameters of user profile information (for example, age, occupation and gender as shown in FIG. 4), which serves as a display condition to display the additional information***, is used to display the additional information for a product (such as marking a product as recommended to a user, as shown in FIGS. 4 and 8 of the present Application), when displaying products to the user on a display, according to properties of the user who has accessed, for example, an on-line shopping system.

Handel does not disclose or suggest the claimed system configuration of the present invention, as follows. None of Handel's databases in FIG. 10A provide the claimed present invention's "storing, in an additional information database, ***parameters of user profile information*** which is ***a display condition to display the additional information***, in ***association with individual product information*** of a product information database." In other words, in contrast to the Examiner's suggestion in pages 3 and 5-6 (Response to Arguments) of the Office Action, Handel's customization of a web page by a user via filtration of Handel's content database 1040, as additional product information (e.g., advice, referral information, etc. as provided in Handel, column 30, lines 37-41), based upon customer profile database 1060, differs from the claimed present invention's "storing, in an additional information database, ***parameters of user profile information*** which is ***a display condition to display the additional information***." In other words, Handel's databases 1040 and 1060 do not provide or suggest the claimed present invention's, "an additional information database" that stores ***"parameters of user profile information* which is ***a display condition to display the additional information***." For example, Handel would update menu of a web according to a user status, but the claimed present invention would not change a product menu to be displayed according to acquired user profile information. In contrast to Handel, in the claimed present invention the product menu to be displayed would stay the same, but, for example, a product for each user can be marked as recommended by additionally displaying "recommended" to each user together with the displayed product, by "storing, in an additional information database, ***parameters of user profile information*** which is ***a display condition to display the additional information***, in association with individual product information" and ***"filtering, by the acquired user profile information, the additional information database in which the display condition is stored."*****

One benefit of the claimed inventions is that by “storing, in an additional information database, ***parameters of user profile information*** which is ***a display condition to display the additional information***, in association with individual product information”, changes by a user to a profile of the user would be immediately reflected in changed additional information received by the user without the product information management system storing the user’s acquired profile, which supports non-obviousness of the claimed present invention over Handel that cannot achieve the benefit of the claimed present invention. Further, another benefit of the claimed present invention is that a user can purchase products without having to inform a store of information that the user wishes to keep confidential, because the store does not need to store the user’s profile to present additional information about a product (see generally, page 51, line 19 to page 52, line 7, of the present Application). In other words, Handel stores the customer’s profile in the customer profile database 1060, but the claimed invention can obviate such storing of acquired user profile information, and at the same time the claimed present invention provides “***filtering, by the acquired user profile information***, the additional information database in which the display condition is stored; ***selecting the additional information that meets the display condition***; and ***displaying the selected additional information together with the basic information of the individual product***,” because in contrast to Handel, the claimed present invention provides an “additional information database” that stores “***parameters of user profile information*** which is ***a display condition to display the additional information***.”

**CONCLUSION**


In view of the claim amendments and the remarks, it is believed that the application is in condition for allowance, and withdrawal of the rejection of pending claims and allowance of pending claims is respectfully requested.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Respectfully submitted,  
STAAS & HALSEY LLP

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By:   
Mehdi D. Sheikerz  
Registration No. 41,307

1201 New York Avenue, NW, Suite 700  
Washington, D.C. 20005  
Telephone: (202) 434-1500  
Facsimile: (202) 434-1501